Case Study: Pitt State's Jim Johnson

Win AD is a database of financial information for D-II college athletics, empowering thousands of administrators with turnkey, actionable strategies to increase revenues and save time. The easily searchable information in *Win AD* gives you access to thousands of current .pdf contracts in major financial categories and lets you negotiate from a place of power. Pittsburg State Athletic Director Jim Johnson discusses how *Win AD* impacts salary benchmarking in Division II, expectation management, and communication with key internal and external constituents.

> *" It's certainly worth the investment. "*

Jim Johnson
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< Click image for audio

→ Where are you leveraging *Win AD* in your daily operations?

"You can go into *Win AD* and manage the data to get exactly what you need. With other reports and surveys, you have a lot of information that isn't really pertinent. With *Win AD* I can really get what I need very quickly and easily – whether it's coaching salaries, guarantee game data or vendor contracts."

→ How does *Win AD* compare to your old processes for analysis and benchmarking?

"There is a lot of information you don't need in the reports we have access to today. I don't want to sift through additional, unnecessary data. It's a waste of time. Also, I don't want to suggest that other data is unreliable, but copies of actual contracts are verifiable and accurate."

→ Why is accurate data critical in benchmarking, negotiations and expectation management?
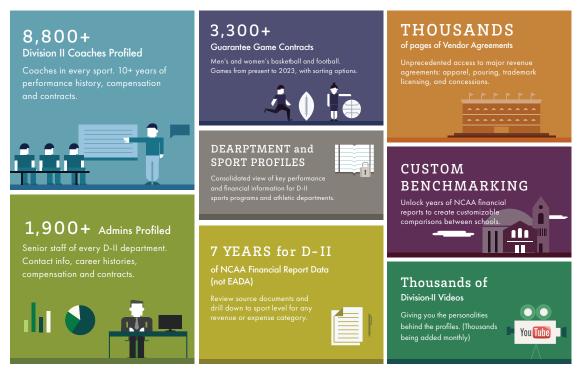
"I used a survey recently to do a comparative salary analysis for certain head coach position. I compared the survey data to the *Win AD* data and the survey under-reported the salary by $20,000 compared to the contract data in *Win AD*. You can fill out a survey and put down whatever you want, whereas *Win AD* provides reliability, flexibility, and I know I am comparing apples to apples. It can help with recruitment and retention of staff and can help put people's minds at ease when otherwise they might be operating on misinformation."

→ **Other than salaries, where have you found the data to be impactful?**

"We're using the financial data for benchmarking on things like student fees, sport-level budgets, and long term planning. It was very helpful to see the full picture of student-fee revenue and institutional support through *Win AD*. It helped us more effectively communicate with boosters and university leadership because we were using reliable information in context."

→ **How would you sum up *Win AD* for other Division–II Athletics Directors who are considering the investment?**

"It's certainly worth the investment. I haven't found a better tool to be able to pull accurate data you can rely on. I haven't seen anything that is this easy to use and this reliable. Quite honestly, I have used it a lot more than I thought I would.

8,800+
Division II Coaches Profiled
Coaches in every sport. 10+ years of performance history, compensation and contracts.

3,300+
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Men's and women's basketball and football. Games from present to 2023, with sorting options.

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Unprecedented access to major revenue agreements: apparel, pouring, trademark licensing, and concessions.

DEARPTMENT and SPORT PROFILES
Consolidated view of key performance and financial information for D-II sports programs and athletic departments.

CUSTOM BENCHMARKING
Unlock years of NCAA financial reports to create customizable comparisons between schools.

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Senior staff of every D-II department. Contact info, career histories, compensation and contracts.

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Review source documents and drill down to sport level for any revenue or expense category.

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Giving you the personalities behind the profiles. (Thousands being added monthly)

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